

COMBINED ADVERTISING AND  
ENTERTAINMENT SYSTEM NETWORK

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ABSTRACT OF THE DISCLOSURE

5 A wireless remote unit is operable to demodulate signals received over a plurality of different bands, such as the FM broadcast band, and one or more higher frequency bands. The various bands have different channels and the selection of the band and the channel is accomplished by control signals received by the receiver. The control signal can carry menu information in one direction to the user and can carry user data, including the identity of the user, in the other direction. There can be multiple transmitters, wherein each transmitter sends information on a different channel within a band, and tunes remote units to a particular transmitter based upon proximity to that transmitter. The transmitter is capable of displaying visual data. The visual data includes a predetermined number of advertisements to be displayed during a user session, prompted either by a user logging onto the system, or by the system's detection of a user's presence.

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